Thursday 16th January
Venue: Barrabés Growth Space
Address: Méndez Álvaro Street, 9, Floor 0

08:45 – 09:30 Accreditation

09:30 – 09:50 Opening
Natalia Bayona
Senior Expert on Innovation, Investments and Digital Transformation, UNWTO

09:50 – 10:30 Keynote speech
Innovation: leading change in tourism
Natalia Bayona
Senior Expert on Innovation, Investments and Digital Transformation, UNWTO

10:30 – 10:45 Keynote speech
The power of innovation hubs
Leticia Lauffer, Director, Wakalua Hub

10:45 – 11:30 Masterclass
Digital transformation on the loop
Kevin Sigliano
Director of Good Rebels and Admira Digital Networks
Associate Professor, IE School of Human Sciences and Technology

11:30 – 12:00 Coffee break
12:00 – 13:30  **Masterclass and workshop**
From startups to scaleups: the power of helping entrepreneurs to grow
Joe Haslam
Academic Director, Saudi Scaleup Program
Academic Director, Global Scaleup Program, American University of Beirut
Associate professor, IE Business School

13:30 – 14:30  Free time for lunch

14:30 – 15:00  **Keynote speech**
Supporting entrepreneurship is worth it
Pedro Jareño Algobia
Mentor in residence, Wayra
Minube, Cofounder
Former Startups Lead Spain & Top University Lead Spain and Italy, Microsoft

15:00 – 15:45  **Best practices and case studies**
Govtech ecosystems: a new way to foster digital innovation in governments
Idoia Ortiz de Artiñano
Managing Director, PublicTech Lab at IE University

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**Friday 17th January**

**Venue:** Wayra Innovation Hub

**Address:** Valverde Street, 2, Floor 8, Telefónica Building
(entrance near Gran Via Street)

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08:45 – 09:30  Accreditation

09:30 – 10:30  **Innovation Hub Dive**
Wayra Innovation Hub
*Paloma Castellano, Director, Wayra Madrid

Public-Private Innovation
*Bruno Espinar, Head of Mobility 4.0 and Digital Innovation, Rente
*Boyd Cohen, Co-founder of Iomob
10:30 – 10:40  Keynote Speech
Destination Management - new ways new opportunities
Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness

10:40 – 11:25  Masterclass
Smart destinations: working to reach the UN SDG Goals!
Antonio López de Ávila
Co-founder and CEO, Tourism Data Driven Solutions (TDDS)
President of Turisfera, Cluster de Innovación Turística de Canarias

11:25 – 12:45  Workshop
How to create a successful Smart Destination
*Edurne Vidal Lopez
Chief of Smart Tourism Destinations Project, SEGITTUR
*Elisa Domenech, SEGITTUR

12:45 – 13:15  Coffee Break

13:15 – 13:30  Keynote speech
Portugal as a top driver of the tourism innovation ecosystem
Sérgio Guerreiro
Senior Director of Knowledge Management & Innovation, Turismo de Portugal

13:30 – 14:15  Workshop
Government innovation actions on the ground
María Claudia Lacouture
Director of the American Chamber of Colombia (AmCham)
Former Minister of Commerce, Industry and Tourism of Colombia

14:15 – 15:00  Best practices and case studies
How to build a corporate venture capital strategy with the government support
Javier González-Soria y Moreno de la Santa
CEO and Executive Vicepresident, Top Seeds Lab
Founder and managing partner, Travel Tech
Founder and editor, Travelthink

15:00 – 15:15  Closing and Diplomas
Natalia Bayona, Senior Expert on Innovation, Investments and Digital Transformation, UNWTO